



DEFINING EXPERIENTIAL: Motivate Your Prospects

Brands are definitely doing more experiential. An industry-wide research study found that 1 in 3 brand marketers anticipate a growth in their experiential budgets over the next 18 months. Here are five ways to make sure your next experiential program motivates prospects to engage with your brand.

60% of industry pros said 'surprise and delight' is the #1 trend for delivering impact.

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MasterCard's 'Priceless Surprise' campaign delighted customers.

Half of B2B marketers are moving away from traditional conference-style experiences. If you follow these five recommendations for your next experiential marketing program, you'll motivate prospects to engage while maximizing your investment.

Hearing one's name increases brain activity and enhances memorability.

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1 MAKE IT UNEXPECTED!

- Combine work with play.
- Create experiences that surprise and delight.
- Think outside the booth (or ballroom.)



Moving the Google I/O user conference outside created a festival feel.

2 MAKE IT PERSONAL!

- Craft individual VIP experiences using tools like chat bot.
- Empower individuals to help shape the experience.
- Deliver relevant content that reflects their unique needs.

3 MAKE IT SOCIAL!

- Think offline and online.
- Stream your live event on YouTube, Facebook Live or USTREAM.
- Create shareable, buzz-worthy moments.

89% of consumers said they'd switch to a brand associated with a good cause if the price and quality is the same.

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4 MAKE IT MEANINGFUL!

- Tie experiences to causes attendees care about.
- Make sure the cause relates to your brand in a meaningful way.
- Don't be afraid to stand for something.



5 MAKE IT MEASURABLE!

- Merge data measurement with event strategy.
- Use real-time data to course-correct during events.
- Use data to demonstrate ROI and evolve future experiential programs.

63% of industry professionals say proving ROI is their biggest marketing challenge.

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